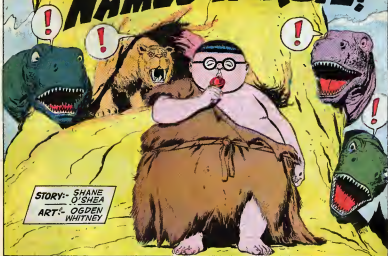


THINK YOU'VE HAD IT HARD? THINK YOU'VE ABSORBED MORE THAN YOUR SHARE OF LIFE'S BLOWS? READER, YOU AIN'T SEEN **NOTHIN'** YET. BEFORE YOU'RE FINISHED WITH THIS STORY, WE GUARANTEE YOU ONE (1) FRACTURED GULPER, TWO (2) GLAZED EYEBALLS, FOUR HUNDRED AND THIRTEEN (413) GOOSE PIMPLES WE WOULDN'T EVEN WISH ON A GOOSE AND MYSTIC'S LIKE A PIXILLATED BEATLE-NUTTY YOU SEE, YOU'RE GOING TO MEET UP WITH-

A CAVEMAN NAMED HERBIE!



STORY:- SHANE
Q'SHEA
ART:- OGDEN
WHITNEY

THIS CLASS IS A CAVEMAN. CAVEMEN WERE CHARACTERIZED BY STUPIDITY, LACK OF INTELLIGENCE AND GENERAL POPPINESS. I'M SURE NOBODY CAN DISAGREE WITH THAT.

I DISAGREE, MISS MARLEYBONE.

CAVEMEN NOT SO DUMB.

INDEED! AND UPON WHAT DO YOU BASE YOUR OPINION, MR. HERBIE POPNECKER?



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NOT SO DUMB
BECAUSE (1) NO
ZIPPERS TO JAM.
(2) NO TIGHT
UNDERSHORTS.
(3) NO TELEVISION.
(4) NO TAXES.
(5) NO SCHOOL!

WELL! SCHOOL IS
CLOSING FOR THE
CHRISTMAS RECESS
...BUT AS SOON AS IT
OPENS AGAIN, I'LL
GIVE YOU YOUR
OPPORTUNITY TO
PROVE THAT OYEMEN
ARE REALLY SMART--
OR APOLOGIZE
TO ME!

BACK AT HOME...

GOT SOMETHING
VERY SPECIAL IN
THE WAY OF A
CHRISTMAS GIFT
FOR YOU, GON.

LOLLIPOPS?

NO, NOT LOLLIPOPS. I'M
LEAVING FOR HOLLYWOOD
TO TRY TO SELL A BIG
ORDER OF LUMBER TO
MIRACLE PICTURES
...AND I'VE DECIDED
TO TAKE YOU. AFTER
ALL, NEVER TOO
EARLY FOR A BOY
TO LEARN ABOUT
BUSINESS.

BUSINESS-
SCHMIZNESS.
I'LL GO PACK
MY GRIP.

WHEN YOU WANT
TO SELL A PROSPECT,
HERBIE, YOU POP IT TO
HIM--USE YOUR MOUTH.
HE'LL THINK YOU'RE
DOING HIM A FAVOR.
...HERBIE! ARE
YOU LISTENING?
WHAT DID I
SAY?

YOU SAID
PUT THE
LOLLIPOP IN
YOUR MOUTH
... ANY
FLAYOR.

OH,
NEVER
MIND!

HOLLYWOOD...

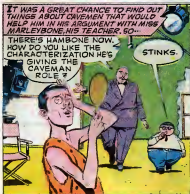
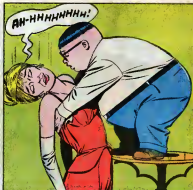
MIRACLE PICTURES

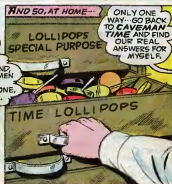
NOW REMEMBER,
DON'T LET ALL THIS
HOLLYWOOD GLAMOR
TURN YOUR HEAD.
HAVE BALANCE.
RESTRAINT--JUST
LIKE I HAVE.

AVA
GARDNER!
G-GULP!

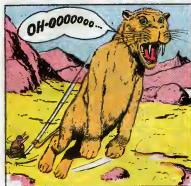
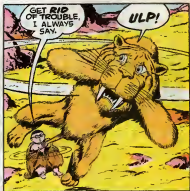
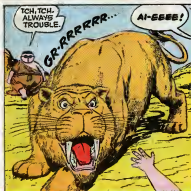


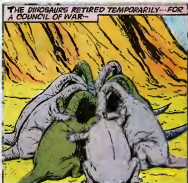
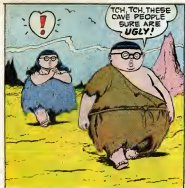
AND SO HERBIE TOOK GREGORY PECK'S PLACE---



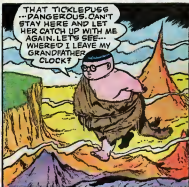


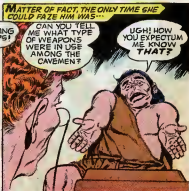
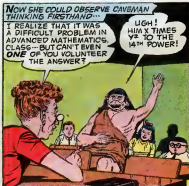
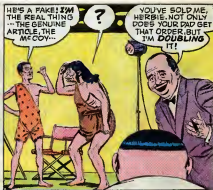
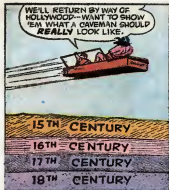


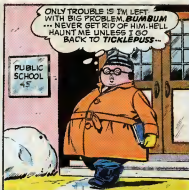














HERE'S HERBIE!



Okay. Like it says up above, I'm here. Wanna make something out of it? Don't know why I bother with you people anyway. All you do is buy my magazine. Way I figure, you're lucky to get it. Where else you gonna find stories like "A Caveman Named Herbie"? Nowhere, that's where—and the character who just whispered "Thank gosh" is due for a good bopping from this here lollipop. Great story, that caveman jazz....except I still get nightmares about that *Ticklepuss* dame. Funny thing...something familiar about her, as if I've seen that face somewhere before. But where? Any of you fans help me out?

Talk about "Space-Age Herbie" oow. Another yarn too good for you readers. Don't know why I do so much for you anyway. Russia and America in big hassle about who gets to moon first—me, I don't bother with cockamamie moon. Take you right up to Planer Percival oon-stop. No dopey science-fiction, but real McCoy. True.

Want to know which of these yarns you like better. Write and tell me. If you don't, better leave instructions as to where you want body sent. While you're at it, might like to enter extra-special contest I'm holding. Ever written story for comics? You're going to oow. Not hard. All you have to do is send in general idea of story you'd like me to star in. Tell me what I do, what happens and I'll do the rest. Best story idea received will be written by Shane O'Shea, drawn by Ogden Whimsey—and will be published under winner's name. Second prize, autographed picture of me, inscribed to winner personally, plus one (1) special Herbie Popnecker Lollipop. Third prize, original manuscript of "A Caveman Named Herbie", my autograph and one (1) regulatioo Herbie Popnecker Lollipop. And to the five (5) oest winners, a year's subscription each to "Herbie"—

greatest magazine ever published!

Expecting to hear from you. Send your letter to "Herbie", 331 Madison Avenue, New York 17, N. Y. Either get your letter by return mail or you get clobbered. Hiot to idiots not sending letters—have band-aids, splints, tourniquets ready. Can have your own choice of doctor and hospital, suggest making out will at once. Easier to send letter!

Will publish interesting letters whenever space allows. Like these:

"Dear Herbie:-

What this country needs is a real leader. A real strong man who's afraid of nothing. A man who can tell Khrushchev and Castro where to get off, who can lick dragons single-handed and take on crooks by the hundreds. Why haven't you stepped forward? Who needs Goldwater, anyway?

—Republican National Committee,
Washington, D. C."

Wise guy. Letter comes from Elyria, Ohio—don't believe it's Republican National Committee at all. But whoever wrote it has got something at that. Herbie Popnecker can tell anybody off. Can lick Goldwater, dinosaurs, Republicans, Democrats and you too. May decide to run for President no matter who gets nominated. Make wonderful President. President Popnecker... even sounds wonderful. Me as President, everybody gets bopped with this here lollipop.

"Dear Editor:-

I sincerely think that "Herbie" is the loookiest comic book character yet. How you ever come up with such riotous plots is beyond me. I buy few comics—but I will follow "Herbie" to the end!

—Dan Murphy,
112 Cedar Park Hse.,
Anacosta, Montana."





Another one of these characters. What's this "Dear Editor" jazz? "Dear Herbie", that's how it should be. Why bother with the small fry, when you can go right to the top? Also, don't like being overlooked. Taking careful note of you, Murphy. Step out of line just once more and I take little trip out to Anaconda, Montana. Bloodshed. Mayhem. Second thought, cut out the mayhem and make it just bloodshed. After all, said nice things about me.

"Dear Herbie:-

I am a fan of 'Herbie' comics. I would like to know if you would start publishing a 'Herbie' annual. I think it's a good idea—how about you other fans?

—Harold Willemain, Jr.,

6 Sunset Terr., Feeding Hills, Mass."

These fans. Always want something. After you night and day. Here I just start this magazine. Think they'd be grateful, but oh, no. After you every second. "Want more Herbie stories." "Want you to publish more often." "Want a Herbie annual." See what I'm up against? Look, Harold—let's face it, I'm fat. Very fat. Get out of breath easy. All the adventures I have, I'm panting. Let me catch breath, huh? Little rest and I can look around. Can decide about the annual then.

"Dear Herbie:-

I want you to know that you're my favorite comics book character, and that's saying a lot, since I've read thousands of comics. But I've never met a hero like you. The others can lick armies, champions and whole planets—but Herbie can lick them! Yeah, pal, I've never seen a hero like you, but I said that before, didn't I? Let the others be broad-shouldered, narrow-waisted and seven feet high—I cast my vote for a Little Fat Nothing who stands three by three and packs pure blubber in every inch of it! Now, let's take Comics Hero "A", "B", "C", "D", etc., all the way down the line. "A" gets his power from electricity—"B" gets his power from atomic fission—"C" gets his from some alien planet—"D" leads up on irradiated sun atoms. That explains them. But now let's

take a look at the great 'Herbie'. He's got powers he hasn't even used yet, and where does he get them? None of your business, pal. He's just got 'em and you can butt out, see? Does Macy's tell Gimbel's? Yes, that's why I love you, Herbie. There's no malarkey about you. We've got to take you the way you are—and laugh ourselves sick. I'll settle for that any day—and thanks!

—H. Katz,

69 West 225th St., New York, N. Y."

Like this guy. Knows what score is. May send him honorary lollipop. Right about a lot of things. Which is why I hereby send out general challenge. Will meet any comic character in field with one hand tied behind me. Matter of fact, willing to do better than that. Will meet all tough characters from other books together, take them on—with both hands tied behind me and head in a bag. Any takers?

"Dear Editor:-

I have been reading comics for as long as I can remember and never have I seen such a super hero as Herbie. He is the worst thing I have ever seen. Herbie's just a Fat Little Nothing with a lollipop snack in his stupid-looking face. In closing, I have one thing to say—down with Herbie!

—Joe Kramer,

11826 Des Moines Way,
Seattle, Wash."

Sort of letter I like to get. Why? Because I need good workout, that's why. Good workout consists of: (1) Trip through air under my own power to Seattle, Washington. (2) Down Joe Kramer's chimney like extra-fat Santa Claus. (3) Make mincemeat out of Joe Kramer, bopping him fore and aft with lollipops in 16 delicious flavors. But on second thought, won't. Joe Kramer exonerated on grounds of complete insanity.

"Dear Herbie:-

Wow! Wow! Wow! There never was anyone like you. You're the greatest!

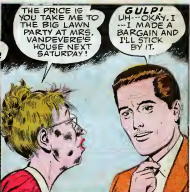
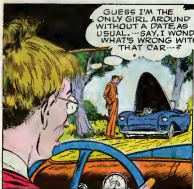
—Cookie Dimesa,

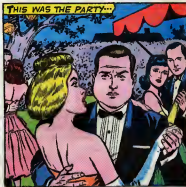
250 East 176th St., New York, N. Y."

You're right, of course, Cookie.



NELLIE NO-DATE





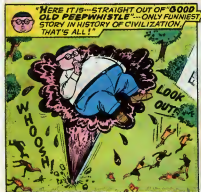
COMING UP!



NEVER BOP STEADY READERS KNOW WHAT YOU'RE GETTING FOR YOUR MONEY?



GOT SOMETHING THERE... CAN KEEP YOUR TEETH FOR AWHILE. WANTED TO GIVE HINT WHAT'S IN STORE NEXT ISSUE... SOMETHING SPECIAL!



SOME FOLKS DOUBT THAT WE'LL REACH THE MOON IN OUR LIFETIME. AS FOR THE STARS, THEY SAY... JUST IMPOSSIBLE! MAYBE THAT'S TRUE FOR ORDINARY PEOPLE... BUT NOT FOR A CERTAIN FAT FURY THAT WE KNOW. CLEAR THE WAY FOR A FAST BLAST-OFF... IT'S...

SPACE AGE HERBIE!

STORY: SHANE O'SHEA

ART: OGDEN WHITNEY



EVERYBODY WANTS TO RISE IN THE WORLD -- THAT'S WHY I'VE GONE INTO THIS NEW BUSINESS. MANUFACTURING **BALLOONS**... WHY, THERE'S NO COMPETITION. I'M TELLING YOU, I'LL MAKE MY FORTUNE!

OH, I DO HOPE IT GOES WELL. AFTER ALL, YOU'VE INVESTED YOUR LAST CENT IN IT... AND IF IT DOESN'T GO, WE DON'T EAT!

!!!

WELL, THERE WAS ONE TROUBLE WITH THE NEW BUSINESS--IT WOULDN'T GET OFF THE GROUND...

JUST CAN'T FIGURE OUT WHY NOBODY WILL BUY THEM. THIS IS THE SPACE AGE--PEOPLE SHOULD BE CRAZY ABOUT GOING UP IN BALLOONS!

POPNECKER BALLOON COMPANY



YOUR BALLOONS WON'T GO UP. MAYBE THAT'S GOT SOMETHING TO DO WITH IT.

WHAT DO YOU KNOW ABOUT IT, HERBIE? HANG IT, OTHER BOYS DO SOMETHING TO HELP THEIR FATHERS... BUT ALL YOU DO IS SLEEP AND EAT! YOU DON'T CARE THAT WE'RE APPROACHING STARVATION!

BUT HERBIE DID CARE-- YOU SEE, HE TOOK A MIGHTY DIM VIEW OF STARVATION...

GOT TO GET JOB --SAVE MONEY FOR DAD--

DR. DIMWIT
THE SCIENTIST
NEEDS AN
ASSISTANT
AT ONCE.
APPLY
WITHIN

BE BIG HELP.
GET ME ON
JOB, YOU CAN
RETIRE.

SORRY, BUT
YOU WON'T DO.
YOU'RE TOO
YOUNG.

SO HERBIE LEFT... ONLY TO RETURN...

BE BIG HELP.
GET ME ON
JOB, YOU CAN
RETIRE.

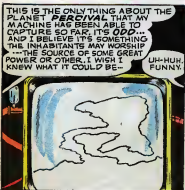
SORRY, BUT
YOU WON'T DO.
YOU'RE TOO
OLD.

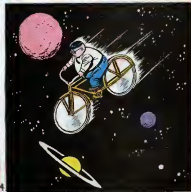
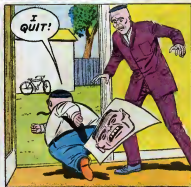
HOPE HE
DIDN'T NOTICE
I TOOK THIS
PHOTO...

AND WITHIN A FEW MOMENTS-- IN
AGAIN!

BE BIG HELP.
GET ME ON
JOB, YOU CAN
RETIRE.

WHY, YOU'RE
JUST THE TYPE
OF MAN I'VE BEEN
LOOKING FOR.
YOU'RE
HIRED!

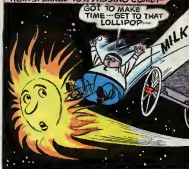




HERBIE GOT A FLAT TIRE IN THE MILKY WAY--- SO---

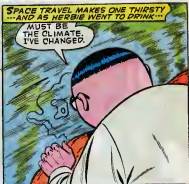
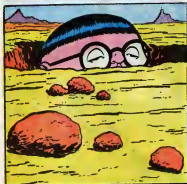


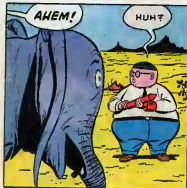
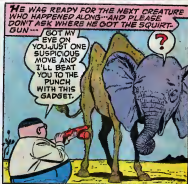
BUT THAT WAS A BIT SLOW, SO HE TRANSFERRED TO A PASSING COMET---

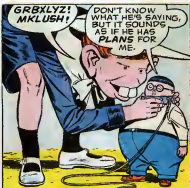
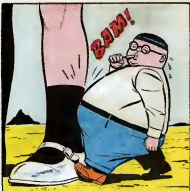
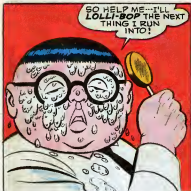


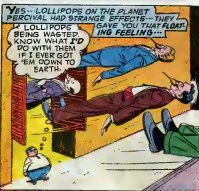
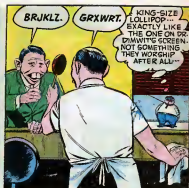
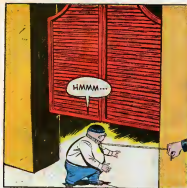
AND WHEN THAT TURNED OFF---



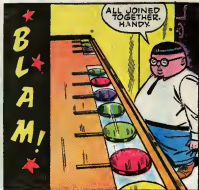


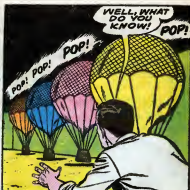
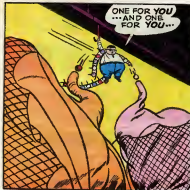






IT WASN'T HARD TO FIND THE PLANT THAT MANUFACTURED THE POPS--IT WAS RIGHT NEXT DOOR. THE ONLY PROBLEM WAS THE GUARD, BUT HERBIE KNEW HOW TO GETTLE HIM...





THE
END!

GIVE ME JUST ONE EVENING and I'LL TEACH YOU TO HYPNOTIZE EASILY!



**Hypnotize others quickly, easily---perform
HYPNOTIC FEATS with EASE! Amaze friends!
Demonstrate your Power to Hypnotize!**

YES, it's true! You can hypnotize easily so QUICKLY and simply you'll be amazed! And it doesn't take special talents or long months of study. The very first day you receive this miracle GUIDE TO HYPNOTISM you'll be able to perform wonders that will astound everyone. It's that SIMPLE... WHEN YOU KNOW HOW.



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23 LESSONS

HOW TO HYPNOTIZE
Simple Technique

HOW TO AWAKEN SUBJECT

THE POST-HYPNOTIC
SUGGESTION

HOW TO DEVELOP NEW
PERSONALITY

CURING BAD HABITS

HYPNOTIZE YOURSELF

THE CENTER OF
ATTRACTION

HOW TO ENTERTAIN

SIMPLE SECRETS REVEALED AT LAST

For years the knowledge of how to produce hypnotic sleep has been so used but only a few have mastered this art. Now the veil of secrecy has been lifted and the innermost SECRETS and techniques revealed. The fact is that Hypnotism is a scientific fact that most anyone with average intelligence can learn. Once you know the secrets and methods you can bring about this strange and wonderful control that has been used by doctors, psychiatrists and entertainers in the past. Yes, now this remarkable phenomena will be yours to use for pleasure, self-development and countless other benefits.

YOU CAN PERFORM HYPNOTIC FEATS!

First, you must understand that what another person does with Hypnotism, you can also learn to do. A person who has learned to Hypnotize may make people cry, laugh, shout, stop smoking, recall childhood memories, get folks to sing, dance...do many things. And the most amazing thing of all is---HOW EASY IT IS TO DO!

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Here at last complete and easily learned course in Hypnotism. In three short, simple chapters you learn the secrets of Hypnotism and how to Hypnotize. No long, technical, number-jargon explanations are given. The entire 23 lesson Guide to Hypnotism is written in plain, SIMPLE language that anyone with average intelligence can understand. After the third lesson you are able to begin performing countless techniques clearly explained in the next 20 lessons. You may learn how to cure bad habits in yourself and others, how to BUILD PERSONAL MAGNETISM. And you'll learn how to MAKE

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Hypnotize quickly! This method of Hypnotism is easy to learn. It shows step by step how to bring on the hypnotic trance and how to remove the trances. You get clear, easy to follow instructions. You will find it a great aid for self improvement. It will help you develop self confidence.

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